

2009 NNA Convention, Mobile, Alabam

Doing More With Less

**Sure fire, field-tested, BS-free strategies to help you
cut costs and make more money this year**

with Jerry Bellune

author of

Accelerate Your Profit Builders

*79 strategies guaranteed to
boost your bottom line*

and

Terminate Your Profit Killers

*79 strategies guaranteed to
get you out of the red*

In this 90-minute seminar, you will discover strategies to:

- Control costs despite rising prices.
- Increase advertising and circulation revenues.
- Increase readership and establish a stronger brand.

Copies of Jerry Bellune's leadership book "Lead People, Manage Things", and inspiring "Your Life's Great Purpose" plus gifts certificates and copies of Circulation Idea Service will be given to the best ideas shared during the seminar.

Free 4-week trial subscriptions to his "Advertising & Marketing Letter" are available by signing the clipboard circulating during the session.

Doing More With Less, Part 1

Terminating profit killers

What are you doing to control and lower costs?

Here are 10 strategies we and other publishers are using effectively

1. Review all expenses in detail.

2. Check all expenses related to printing.

3. Would another readable type font use 10% less space?

4. Check leftover copies and returns from single copy outlets.

5. Look at your payroll as a percentage of gross.

6. Study every one of your operating expenses.

7. How can we reduce utility costs?

8. How can we reduce office supplies costs?

9. How about mileage expenses?

10. Is this the time to refinance your debt?

10-minute break

Doing More With Less, Part 2

Accelerating profit builders

What are you doing to increase sales and revenues?

Here are 10 strategies we and other publishers are using effectively

1. Look at rates for display advertising, classified, legals, subscriptions and single copy price.

2. Is this the time to go to 75 cents or \$1 a copy without a loss in sales?

3. Review special section and other advertising promotion revenues.

4. Build a base of small space ads.

6. Organize the sales department to be nimble.

7. Require earlier commitments on special sections and promotions.

8. Contract with TMC carriers.

9. Offer incentives to sell TMC ads.

10. Give your sales staff a special section challenge.

Jerry Bellune's

Lead People, Manage Things

18 strategies to inspire your people to greater heights

You'll learn how to:

- Decide what kind of leader you want to be.
- Build a team of leaders around you.
- Live the language of leadership.
- Keep love of your work alive.
- Plan as if your life depends on it.
- Show your colleagues that you care.
- Praise in public, criticize in private.
- Think, speak and act positively.
- Constantly prospect for top talent.
- Recruit talented team players..
- Create a system to hire and retain talent.
- Teach honesty as the only policy..
- Build bonds to keep your best people.
- Confront and deal with negative attitudes.
- Be the role model your people need.
- Learn leadership's 12 attributes.
- Hold your people accountable.

You'll also learn what great leaders say about leadership. All this in "Lead People, Manage Things", available for only \$27 each. For orders of 10 or more autographed copies, \$20 per copy.

Autographed copies available after the meeting.

Checks, cash, Visa or Mastercard accepted.

Or you can order a copy at www.JerryBellune.com.

DON'T LET SALES MAKE A MONKEY OF YOU

Advertising and subscription sales aren't something any of us should monkey with. At least not in this economy.

Our mega-sales manual, "How to Peel a Green Banana", will show you now to stop cold calling and start building long-lasting relationships.

Ken Blum, author of "Black Ink, the Book", says someone forget to tell me that selling isn't supposed to be fun.

"Yet, that's what Jerry Bellune believes to his very core," Ken says.

"In just a few pages, I started to enjoy immensely this smorgasbord of compelling anecdotes, solid sales advice, and thought-provoking exercises - all organized in a way that make it *the* manual for those who want to travel down the road of sales excellence and — dare I say it? — have a whole lot of fun during the trip.

Strategy #1 - You're more savvy about sales than you suspect. *If you wouldn't take no for an answer when you were a child, why take it now?*

Strategy #2 - Think Ha! Ha! to create Ah! Ha! *Give 100% every day because you can't make up for a 50% day later.*

Strategy #3 - Quit selling the way you sold five years ago. *Making a difference may be the most important sales value you have to offer your customers.*

Strategy #4 - Find out what unsuccessful people do — and don't do it. Then find out what successful people do — and copy it.

Strategy #5 - Get yourself organized. *There are no dumb questions — just stupid answers. Organized beat disorganized every day.*

Strategy #6 - One-night stands are for dummies. *Quit cold calling and start acquiring loyal advocates for your products, services and yourself.*

Strategy #7 - Read without moving your lips. *Faster than a speeding bullet, an idea that will beat the odds — and here's where to find them.*

Bonus strategy - ROI is the name of the game. *Convince your boss he was smart to send you to sales training and to pay for this book.*

To order "How to Peel a Green Banana", please go to my web site, www.JerryBellune.com and click on "Books by Jerry"



Jerry Bellune talks with retired U.S. astronaut Jim Lovell about his own goals, mission and purpose in space. Jim was commander of Apollo 13 and author the book made into a popular movie, "Apollo 13", starring Tom Hanks.

Jim's story will appear in Jerry's forthcoming book, "Brave Hearts: Living Your Life with Faith, Courage & Integrity".

ABOUT JERRY BELLUNE

Rumors that Jerry Bellune ran off and joined the circus aren't true. The true story is . . .

. . . Jerry is a newspaper owner and editor, nationally recognized authority on publishing, widely read author, educator, consultant, businessman, business leader, volunteer, professional speaker. With over 40 years in the newspaper business and broadcasting, Jerry Bellune has been involved in every aspect of public communications. He is an award-winning newspaper editor and broadcast personality in such major markets as New York and Philadelphia.

. . . Jerry has played numerous leadership roles in the newspaper industry in four states. He has organized and served as president of leadership and networking groups nationally and locally in his community.

. . . Jerry and his wife, MacLeod, believe in local involvement and giving back to their community. They have played key roles in founding and organizing their community's annual fall festival and other charitable fund-raisers. They continue to handle communications, solicitation and marketing for these activities.

. . . As a journalist, he was honored for his coverage of the White House, State Department, Pentagon, United Nations and the Middle East. He has been the guest of Presidents Carter and Reagan at the White House.

. . . As a motivational speaker, trainer and teacher, Jerry has coached professionals for more than two dozen organizations coast to coast and taught at three universities. Today he teaches marketing and entrepreneurship to business owners and those who are involved in business start-ups.

. . . Jerry is well-respected for his columns on leadership, sales and planning, which are read by several thousand industry leaders nationally in Publishers Auxiliary and Learning More Circulation Idea Service.

. . . When he grows up, he wants to be just like Ernie Pyle. Anyone remember him?

Your evaluation of the NNA session

Your opinion is valuable to me. From evaluations turned in, I will send one lucky winner an autographed copy of my book “Your Life’s Great Purpose”.

The three most important concepts I gained today were

Three strategies I plan to initiate when I get home

What I would tell a colleague about this FUNshop

Names (optional) for drawing for a copy of my book

Mailing address for book

For a free 4-week trial subscription to my Advertising & Marketing Letter, I need your email address
